

## Message Text

UNCLASSIFIED

PAGE 01 TEL AV 03677 171359Z  
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W  
-----025766 171406Z /46

P R 171241Z MAR 78  
FM AMEMBASSY TEL AVIV  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 2004  
AMCONSUL JERUSALEM

UNCLAS TEL AVIV 3677

USDOC

E.O. 11652: N/A  
TAGS: BEXP, IS  
SUBJECT: IN-STORE PROMOTION - HAMASHBIR LAZARCHAN

1. DURING A VISIT BY EMBOFFS, MR. S. EYAL, MANAGING DIRECTOR OF HAMASHBIR LAZARCHAN, ISRAEL'S LARGEST CHAIN OF DEPARTMENT STORES, REQUESTED USDOC ASSISTANCE IN MOUNTING AN IN-STORE PROMOTION FOR U.S. GOODS IN DECEMBER, 1978. MR. EYAL ESTIMATED THAT PURCHASES FOR SUCH A PROMOTION WOULD TOTAL \$700,000. SUBSEQUENTLY, A LETTER OF INTENT WAS RECEIVED BY THE EMBASSY.

2. HAMASHBIR LAZARCHAN RECENTLY INAUGURATED ISRAEL'S LARGEST AND MOST MODERN DEPARTMENT STORE IN TEL AVIV. FLOOR SPACE IS 121,000 SQ. FEET. IN ADDITION, CHAIN HAS A SECOND STORE IN TEL AVIV AND OTHER STORES IN HAIFA, JERUSALEM, BEERSHEVA, ASHDOD, ASHKELON, RISHON LE ZION, EILAT, NATHANYA, KIRIAT SHMONA, AND HADERA. TOTAL FLOOR AREA IS 433,000 SQ. FEET.

3. THIS IS AN OPPORTUNITY TO OBTAIN COUNTRY-WIDE COVERAGE FOR A MAJOR U.S. CONSUMER GOODS PROMOTION. IN THE PAST, IN-STORE PROMOTIONS HAVE BEEN VERY SUCCESSFUL IN ISRAEL. THIS  
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TIME U.S. GOODS WILL RECEIVE PROMOTION IN ALL THE MAJOR CONSUMER CONCENTRATIONS IN THE COUNTRY.

4. EMBASSY STORNGLY RECOMMENDS THAT AN IN-STORE PROMOTION BE APPROVED FOR DECEMBER, 1978 WITH USDOC FUNDS. AT A TIME WHEN THE U.S. SHARE OF THE ISRAELI MARKET IS UNDER CONTINUING PRESSURE FROM EC COUNTRIES, THIS IS AN EXCELLENT

OPPORTUNITY FOR INCREASING EXPORTS OF U.S. CONSUMER GOODS.  
THE EMBASSY WOULD BE PREPARED TO NEGOTIATE AND SIGN A CONTRACT  
WITH HAMASHBIR LAZARCHAN BEFORE THE END OF SEPTEMBER, 1978  
IF FY 1978 FUNDS ARE AVAILABLE.  
VIETS

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
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**Disposition Comment:**  
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**Disposition History:** n/a  
**Disposition Reason:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
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**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014